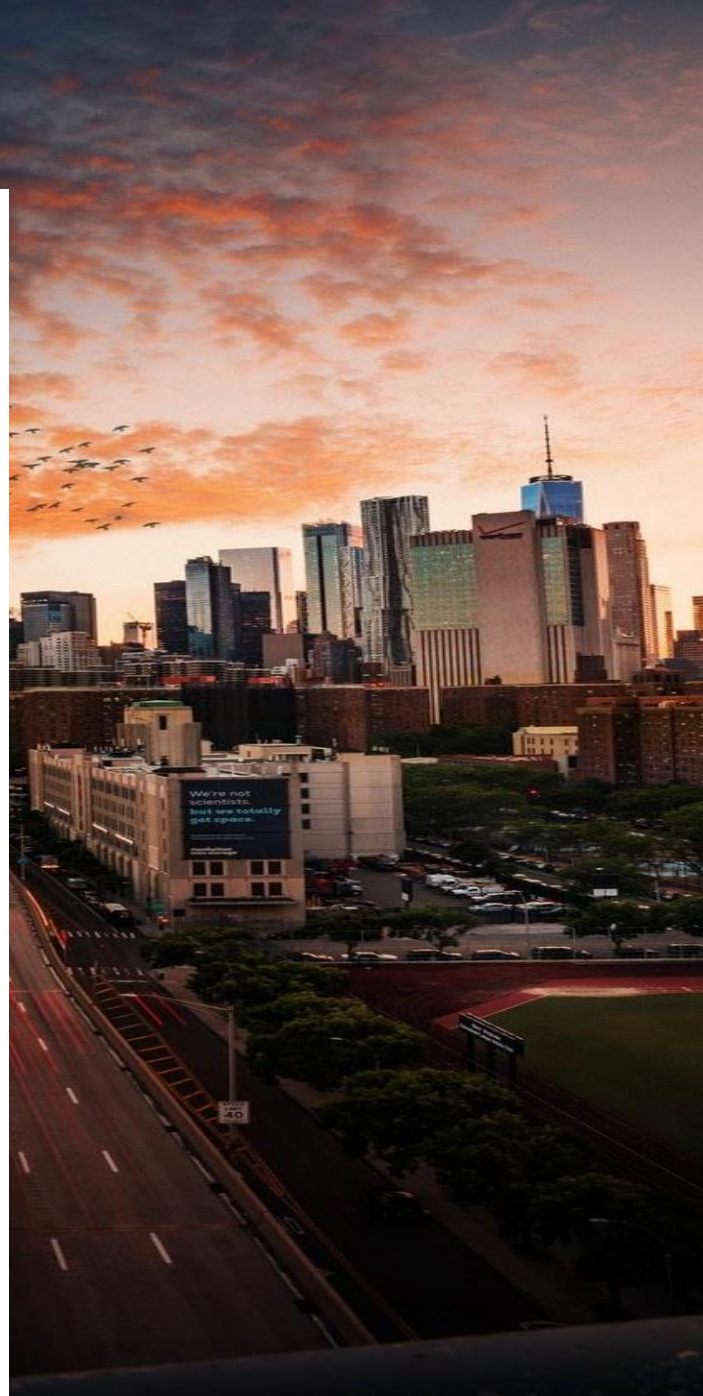


Coursera Capstone 2019

Opening a New Restaurant in Mumbai, India

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Opening a New Restaurant in Mumbai, India

Introduction

For many shoppers, visiting restaurants is a great way to relax and enjoy themselves during weekends and holidays. They can do grocery shopping, dine at restaurants, shop at the various fashion outlets, watch movies and perform many more activities. Restaurants are like a one-stop destination for all types of food lovers. For retailers, the central location and the large crowd at the restaurants provides a great distribution channel to market their products and services. Property developers are also taking advantage of this trend to build more restaurants to cater to the demand. As a result, there are many restaurants in Mumbai and many more are being built. Opening restaurants allows property developers to earn consistent rental income. Of course, as with any business decision, opening a new restaurant requires serious consideration and is a lot more complicated than it seems. Particularly, the location of the restaurant is one of the most important decisions that will determine whether the restaurant will be a success or a failure.

Business Problem

The objective of this capstone project is to analyze and select the best locations in Mumbai, India in order to open a new restaurant. Using data science methodology and machine learning techniques like clustering, this project aims to provide solutions to answer the business question: In Mumbai, India, if a property developer is looking to open a new restaurant, where would you recommend that they open it?

Target Audience for this Project

This project is particularly useful to property developers and investors looking to open or invest in new restaurants in the financial capital city of India i.e. Mumbai.